

## Planning for Complete Communities in Delaware



### Visual Preference Survey Results City of Milford

#### Planning for Complete Communities Visual Preference Survey – City of Milford

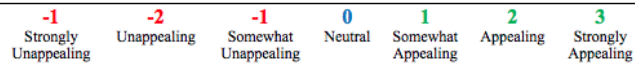
##### Version 1: In Workshop

- 34 Base preference questions
- Additional comments
- 17 responses

##### Version 2: Online

- 4 Demographic Questions
- 34 Base preference questions
- Additional comments
- 134 responses

Participants were asked to rate the appeal of each image presented within the 34 base questions of the survey. To accurately measure the appeal of each photo, a scale was developed. Images are rated from a possible high of (+3) to a possible low of (-3). Positive numbers indicate how appealing participants feel the photo is. Conversely, negative numbers indicate how unappealing the photo is. A selection of (0) by participants denotes indifference or neutrality to an image. Photo rankings are shown using an average of participant's responses. The mode is the numerical ranking (-3, -2, -1, 0, 1, 2, or 3) selected the most number of times. The mean, or average, divides the sum by the total number of responses, giving an accurate reading of overall preference on the scale -3 to 3. Some results show clear negative or positive responses (as demonstrated by a mean closer to -3 or 3), while others show either a neutral or polarized response (as demonstrated by a mean closer to zero).



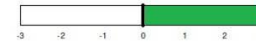
## Question 1

### Rate Each Photo of a Place to Walk/Jog/Run

A



Mean: 3



B



Mean: 0



C



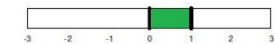
Mean: -2



D



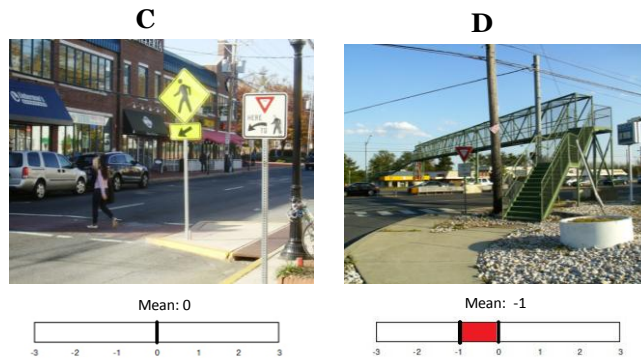
Mean: 1



**Summary:** Respondents rated Photo A as strongly appealing and indicated that Photo C was unappealing.

## Question 2

### Rate Each Photo of a Crosswalk



**Summary:** Our results indicate a preference for Photo A. A majority of respondents rated this photo mostly Appealing (2) or Strongly Appealing (3)

## Question 3

### Rate Each Photo of a Sidewalk



**Summary:** Results indicate a preference for Photo A. Participants also found Photos B & C somewhat appealing and responded negatively towards Photo D.

### Question 4

#### Rate Each Photo of a Bikeway

A



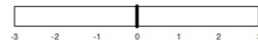
Mean: -1



B



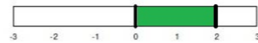
Mean: 0



C



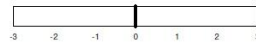
Mean: 2



D



Mean: 0



**Summary:** Results indicate a preference for Photo C. Participants also specified that Photo A was somewhat unappealing.

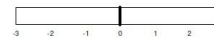
### Question 5

#### Rate Each Photo of Bike Parking

A



Mean: 0



B



Mean: 2



C



Mean: -2



D



Mean: 0



E



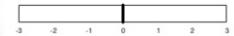
Mean: -1



F



Mean: 0



**Summary:** The results from Question 5 indicated a preference for Photo B with similar preferences for Photos A, D & F. Participants also indicated a negative preference for Photo C.

### Question 6

Rate Each Photo of Different Forms of Transportation

A



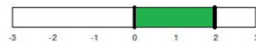
Mean: 1



B



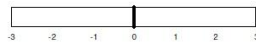
Mean: 2



C



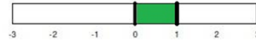
Mean: 0



D



Mean: 1



**Summary:** Our results indicate a strong preference for Photo B with a majority of respondents answering Appealing (2) or Strongly Appealing (3).

### Question 7

Rate Each Photo of Public Transit Options

A



Mean: 1



B



Mean: 1



C



Mean: 2



D



Mean: 1



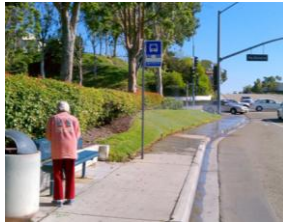
**Summary:** Results indicate a preference for Photo C.



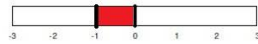
### Question 8

#### Rate Each Photo of a Bus Stop

A



Mean: -1



B



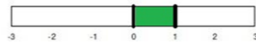
Mean: 2



C



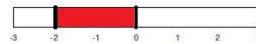
Mean: 1



D



Mean: -2



**Summary:** Survey participants indicated a positive preference for Photo B and a negative preference for Photo D.

### Question 9

#### Rate Each Photo of Streetscaping Aspects

A



Mean: 0



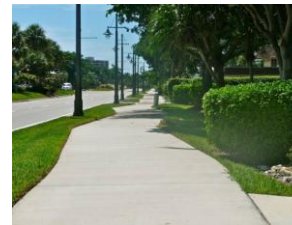
B



Mean: 2



C



Mean: 2



D



Mean: 2



**Summary:** Results indicate similar preferences for Photos B, C & D.

### Question 10

#### Rate Each Photo of Pedestrian Lighting

A



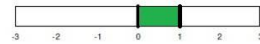
Mean: 1.9



B



Mean: 0.7



C



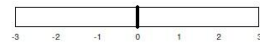
Mean: 0.7



D



Mean: 0.3



**Summary:** Respondents indicated a preference for Photo A.

### Question 11

#### Rate Each Photo of a Residential Parking Location

A



Mean: 1



B



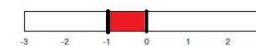
Mean: 0.3



C



Mean: -0.9



D



Mean: 0.6



**Summary:** Respondents indicated a mild preference for Photo A. Additionally, participants also indicated a mild negative preference for Photo C.

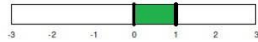
### Question 12

Rate Each Photo of a Commercial Parking Location

A



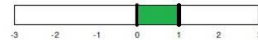
Mean: 1



B



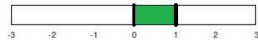
Mean: 0.6



C



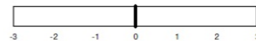
Mean: 0.5



D



Mean: 0.2



**Summary:** Participants responded with similar preferences for Photos A, B & C.

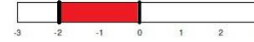
### Question 13

Rate Each Photo of a Design Scenario

A



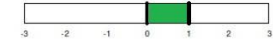
Mean: -1.7



B



Mean: 1



C



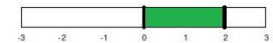
Mean: 1.4



D



Mean: 1.6



**Summary:** Participants indicated visual preferences for Photos B, C & D.

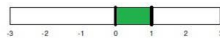
### Question 14

#### Rate Each Photo of Mixed-Use Options

A



Mean: 0.9



B



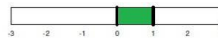
Mean: 1.3



C



Mean: 1.4



D



Mean: 1



E



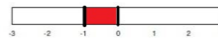
Mean: 0



F



Mean: -1



**Summary:** Survey participants indicated similar visual preferences for Photos A, B, C & D. Respondents also specified negative preferences for Photo F.

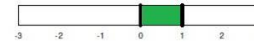
### Question 15

#### Rate Each Photo of Building Heights

A



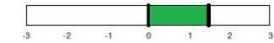
Mean: 1



B



Mean: 1.5



C



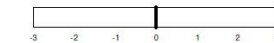
Mean: 0.9



D



Mean: -0.4



**Summary:** Participants indicated similar preferences for Photos A, B & C.



### Question 16

Rate Each Photo of a Single Family Home

A



Mean: 0.7



B



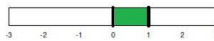
Mean: 0.5



C



Mean: 1.4



D



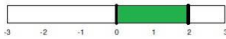
Mean: 1.1



E



Mean: 1.7



F



Mean: 1



**Summary:** Respondents indicated a visual preference for Photo F.

### Question 17

Rate Each Photo of a Townhome/Row Home

A



Mean: 0.7



B



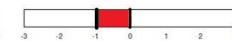
Mean: 1.2



C



Mean: -0.5



D



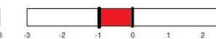
Mean: 0.7



E



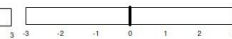
Mean: -1



F



Mean: 0.1



**Summary:** Results indicate similar preferences for Photos A, B & D.

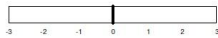
### Question 18

Rate Each Photo of a Duplex Home

A



Mean: 0.4



B



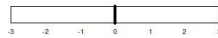
Mean: 0.5



C



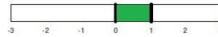
Mean: 0.4



D



Mean: 0.5



E



Mean: 1



F



Mean: 0.5



**Summary:** Respondents indicated similar visual preferences for Photos B, D, E & F.

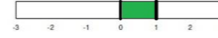
### Question 19

Rate Each Photo of a Apartment/Condominium

A



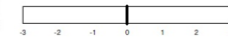
Mean: 0.8



B



Mean: 0.2



C



Mean: 0.6



D



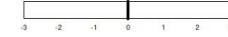
Mean: 0.9



E



Mean: 0



F



Mean: -1



**Summary:** Respondents indicated a slight preference for Photos A, C & D with similar negative preferences for Photo F.

### Question 20

#### Rate Each Photo of Aging in Community

A



Mean: 1.2



B



Mean: 0.4



C



Mean: 1.4



D



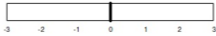
Mean: -0.9



E



Mean: 0



F



Mean: 0.3



**Summary:** Participants indicated slight preferences for Photos A & C. Respondents also indicated a slight negative preference for Photo D.

### Question 21

#### Rate Each Photo of a Retail Shopping Location

A



Mean: -0.6



B



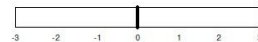
Mean: 1.9



C



Mean: -0.1



D



Mean: 0.1



**Summary:** Participants indicated a positive preference for Photo B.

### Question 22

#### Rate Each Photo of Retail Shopping Design

A



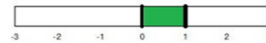
Mean: 0.3



B



Mean: 1.4



C



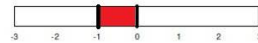
Mean: 1.2



D



Mean: -1.2

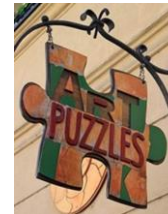


**Summary:** Results indicate similar positive preferences for Photos B & C. Conversely, respondents indicated a slight negative preference for Photo D.

### Question 23

#### Rate Each Photo of a Commercial Sign

A



Mean: 1.9



B



Mean: 2.2



C



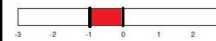
Mean: 1.1



D



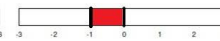
Mean: -0.9



E



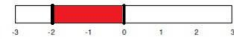
Mean: -1



F



Mean: -2



**Summary:** Results indicated similar positive visual preferences for Photos A, B & C. Conversely, similar negative preferences were observed for Photos D, E & F.



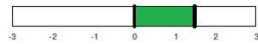
### Question 24

#### Rate Each Photo of a Community Gateway

A



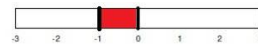
Mean: 1.5



B



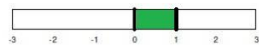
Mean: -0.9



C



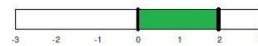
Mean: 0.9



D



Mean: 1.7



**Summary:** Results indicated similar positive preferences for Photos A & D. Photo B was rated as somewhat unappealing.

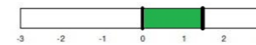
### Question 25

#### Rate Each Photo of a Public Downtown Gathering Destination

A



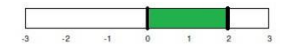
Mean: 1.6



B



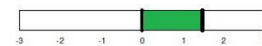
Mean: 1.9



C



Mean: 1.5



D



Mean: 2.1



**Summary:** Respondents indicated similar positive visual preferences for Photos A, B & D.

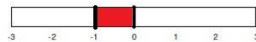
### Question 26

#### Rate Each Photo of a Food Shopping Location

A



Mean: -0.5



B



Mean: 1.6



C



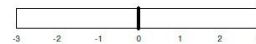
Mean: 0.5



D



Mean: 0.2



**Summary:** Participants indicated a positive preference for Photo B.

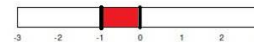
### Question 27

#### Rate Each Photo of a Small/Medium Grocery Store's Design

A



Mean: -0.9



B



Mean: 1.9



C



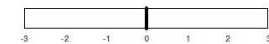
Mean: 1.3



D



Mean: 0.4



**Summary:** Respondents indicated a preference for Photo B.

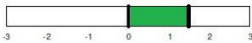
### Question 28

Rate Each Photo of a Larger Grocery Store's Design

A



Mean: 1.4



B



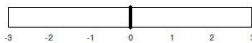
Mean: 1.7



C



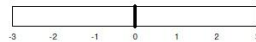
Mean: 0.2



D



Mean: -0.3



**Summary:** Respondents indicated similar positive visual preferences for Photos A & B.

### Question 29

Rate Each Photo of a Active Recreation

A



Mean: 1.6



B



Mean: 2.1



C



Mean: 1



D



Mean: 1.8



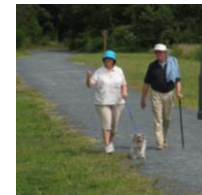
E



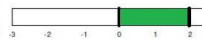
Mean: 1.6



F



Mean: 2.1



**Summary:** Participants indicated positive preferences for all of the images in Question 29. Photos B & F were rated the highest.

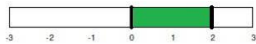
### Question 30

Rate Each Photo of Active Recreation

A



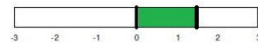
Mean: 2.1



B



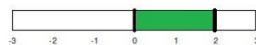
Mean: 1.6



C



Mean: 1.9



D



Mean: 1.6



**Summary:** Participants indicated positive preferences for Photos A, B, C & D.

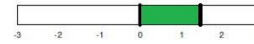
### Question 31

Rate Each Photo of a Park

A



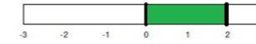
Mean: 1.7



B



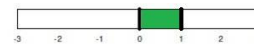
Mean: 2.4



C



Mean: 1.7



D



Mean: 0.8



**Summary:** Respondents indicated a preference for Photo B.



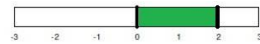
### Question 32

Rate Each Photo of Commercial Redevelopment

A



Mean: 2



B



Mean: 1.9



C



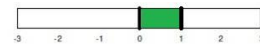
Mean: 1.3



D



Mean: 1.1



**Summary:** Respondents indicated similar positive preferences for Photos A & B.

### Question 33

Rate Each Photo of Employment Centers

A



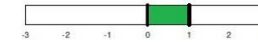
Mean: 0.3



B



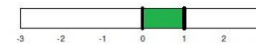
Mean: 1.4



C



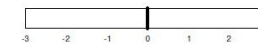
Mean: 1.4



D



Mean: 0.4



**Summary:** Respondents indicate positive preferences for Photos B & C.

### Question 34

#### Rate Each Photo of “Going Green” Options

**A**



Mean: 1.7



**B**



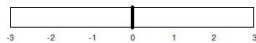
Mean: 1.3



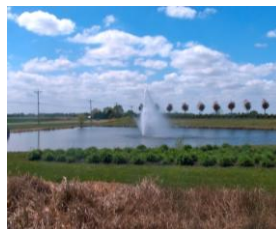
**C**



Mean: -0.1



**D**



Mean: 1.6



**Summary:** Respondents indicated similar preferences for Photos A & D.